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Typically
Typographic

Femke Straatsma

Typically typographic

The effects of typographic layout on the
processing of print advertisements

Typically
Typographic

This dissertation provides insight into the effects of typographic layout on advertising-based persuasion. Based on six experimental studies, this dissertation answers questions such as “Can typographic layout affect the readability and appreciation of product advertisements?”; “Can typographic layout affect persuasion?” and “How does typographic layout affect the processing of product advertisements?”.

The effects of typographic layout on
the processing of print advertisements
Femke Straatsma